

# **Kentucky Agriculture Resource Development Authority**

## **Meeting Minutes**

**January 23, 2001**

**Sharon Furches, Chair, called the meeting to order at 1:00 p.m.**

### **Members Present:**

Sharon Furches, Chair; Terry Ashby, Dr. Harold Benson, John Fritz, Jr., John-Mark Hack representing Governor Paul E. Patton, Keith Harris, Genie Hart; Larry Jeffries, Scott Kuegel, Jeff Hall for Dean Scott Smith, George Martin, Glen Massengale, Peter McNeill, Doug Lawson, Bill Payne, Terry Rhodes, Eddie Duvall for Commissioner Billy Ray Smith, Representative Roger Thomas, Martha Thompson, and Bettie Wallace.

### **Members Absent:**

Morris R. Cave; Senator Ernie Harris; Billy Joe Miles; Hoppy Lovell; Sam Moore; Will Southerland; and David L. Switzer.

### **Others Present:**

Biff Baker with Legislative Research Committee.

### **Staff Present:**

Joel Neaveill, Ashley Davis, and Angie Whitehouse.

Joel Neaveill, staff introduced Gordon Duke as Chief Financial Officer for the Governor's Office of Agricultural Policy.

Sharon Furches, Chair started the meeting by asking each Strategic Planning Committee Chair to do an overall view of what they had met on and any outcome each committee had reached.

Larry Jeffries, Chair for Legislative Issues Committee followed a handout of issues the committee had prioritized and discussed to present to legislation. Mr. Jeffries discussed the list with the members and requested a letter from Kentucky Agricultural Resource Development Authority board supporting the Southern Dairy Impact.

Representative Roger Thomas informed board of a meeting in Nashville supporting this bill with Governor's from twenty-five different states attending. Representative Thomas requested the letter from Kentucky Agricultural Resource Development Authority board to be submitted before the meeting on February 10, 2001.

Bill Payne seconded this motion for the letter to be sent by the board.

Larry Jeffries, discussed another legislation issue which is the contracting of tobacco. Mr. Jeffries opened the floor for comments and questions on a draft handout from the legislatures covering contract issues with tobacco companies.

Biff Baker with the Legislative Research Committee informed board the main goal of the contracting issue was to provide protection for contracting.

Representative Roger Thomas informed board there will be a meeting held at the Capital Annex building in Frankfort on January 31, 2001 at 2:00 p.m. The meeting will be held to provide a framework to all parties in a contracting situation. All tobacco companies are expected to be attending, Representative Thomas invited board to be there. The objective of the meeting will be to get input from everyone this will provide the opportunity to get everything out there to take to legislation for a bill.

Sharon Furches, Chair moved to Public Relations and Marketing issues. Requested Genie Hart, and Martha Thomas to inform the board of the issues the marketing and public relations committees met on.

Genie Hart, discussed the idea of a marketing catalog with for all producers promoting all commodities that can be brought together in one catalog, website and on a public television station like KET. Ms. Hart specified how education of commodities is the key to everyone.

John-Mark Hack, Director for the Governor's Office of Agricultural Policy recommended the board to go through the Department of Agriculture marketing department, which has several commodity catalogs and different agricultural websites already out there. Mr. Hack suggested there might be a way to link these ideas together.

John-Mark Hack informed the board the staff for the Governor's Office of Agricultural Policy would be glad to help the board with these issues by going to the marketing department with two members from the committee.

Sharon Furches, Chair recommended that Genie Hart and Martha Thompson along with Governor's Office of Agricultural Policy staff to meet with the Division of Agriculture marketing department to discuss these ideas.

Sharon Furches, Chair requested Scott Kuegel, Chair for Education and Technology Committee to discuss with the board issues the committee had met on.

Scott Kuegel recommended getting information into publications that reach a lot of people including continue support for agriculture education in the classroom.

Sharon Furches, Chair recommended adding this onto the Education Committee as a priority and requesting Rayetta Boone, Agriculture Panels Volunteer to help with getting agriculture into the classrooms.

Sharon Furches, Chair moved the board to motion for a Vice Chair for Kentucky Agriculture Resource Development Authority.

John R. Fritz nominated Scott Kuegel for Vice Chair.

Larry Jeffries seconded motion.

Joel Neaveill, informed board of the issues discussed by the Governor's Commission on Family Farms at their meeting on January 3, 2001.

Martha Thompson requested board to support bill being drafted currently that would encourage federally funded agencies to buy Kentucky produced foods and products.

Representative Roger Thomas announced plans to sponsor bill as soon as it is filed.

With no further discussion, the board adjourned at 3:30 p.m.